



## **2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014**

### **2014 Budget and Performance Measures Survey Highlights**

The Budget and the Performance Measures Surveys are designed to provide statistically valid tools to enhance the city's knowledge of Bellevue residents' perceptions of the City and to better understand community priorities for and expectations regarding City services. They are part of the greater framework for informing city decisions and direction.

The margin of error for both of these surveys is generally no greater than plus or minus 4.9 percentage points at a 95 percent confidence level.

The City of Bellevue's Budget Survey has been performed on a biennial basis since 1998. The 2014 survey was conducted between January 10 and February 6, 2014 using a mixed-mode address-based methodology that resulted in a total of 403 interviews—218 completed over the telephone and 185 completed via the Web.

The Performance Measures Survey is conducted annually to gauge residents' satisfaction and/or expectations relating to City services. Findings contribute to budget performance measures, ICMA Comparable Cities reporting (survey measures identified by the International City/County Management Association), and certain survey measures that departments track for their own quality assurance and planning purposes. This is the 17th Performance Measures Survey conducted by the City. The 2014 survey was conducted between January 31 and February 27, 2014 with 491 total interviews—247 completed over the telephone and 244 completed via the Web by invitation only.



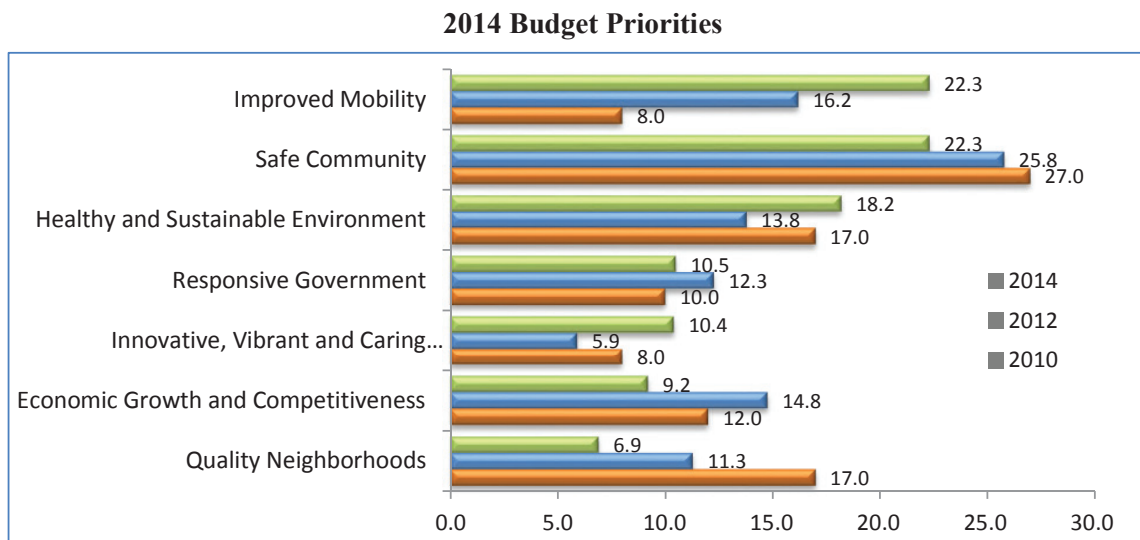
## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Budget Survey Highlights

Following are highlights from this survey. The full report will be available on the City website by the end of March 2014.

#### **2014 Budget Priorities:**

Utilizing MaxDiff (an analytical tool that allow one to identify the best of many alternatives), respondents were asked in a series of 8 queries to identify most important and least important City service area priorities. The following graph provides results and comparison to previous surveys.



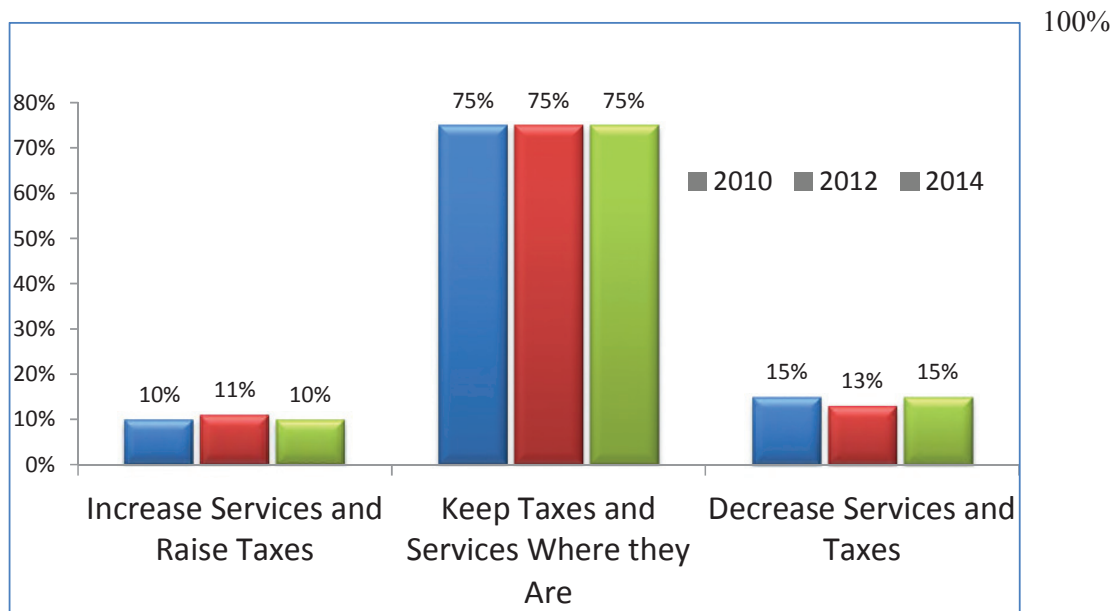
- Improved Mobility tied with Safe Community as the residents' number one budget priority.
- Improved Mobility has grown as a priority in the eyes of our residents moving from 16.2% in 2012 to 22.3% in 2014.



## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Funding of City Services and Facilities

Respondents were asked: “You support city services and facilities through a portion of property, sales and other taxes. Considering all city services on the one hand and taxes on the other, which of the following statements comes closest to your view? The following graph provides results and comparison to previous surveys.



- 75% of respondents want to keep services and tax levels where they are.
- Very few residents wanted to increase or decrease services and taxes.

## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Quadrant Analysis

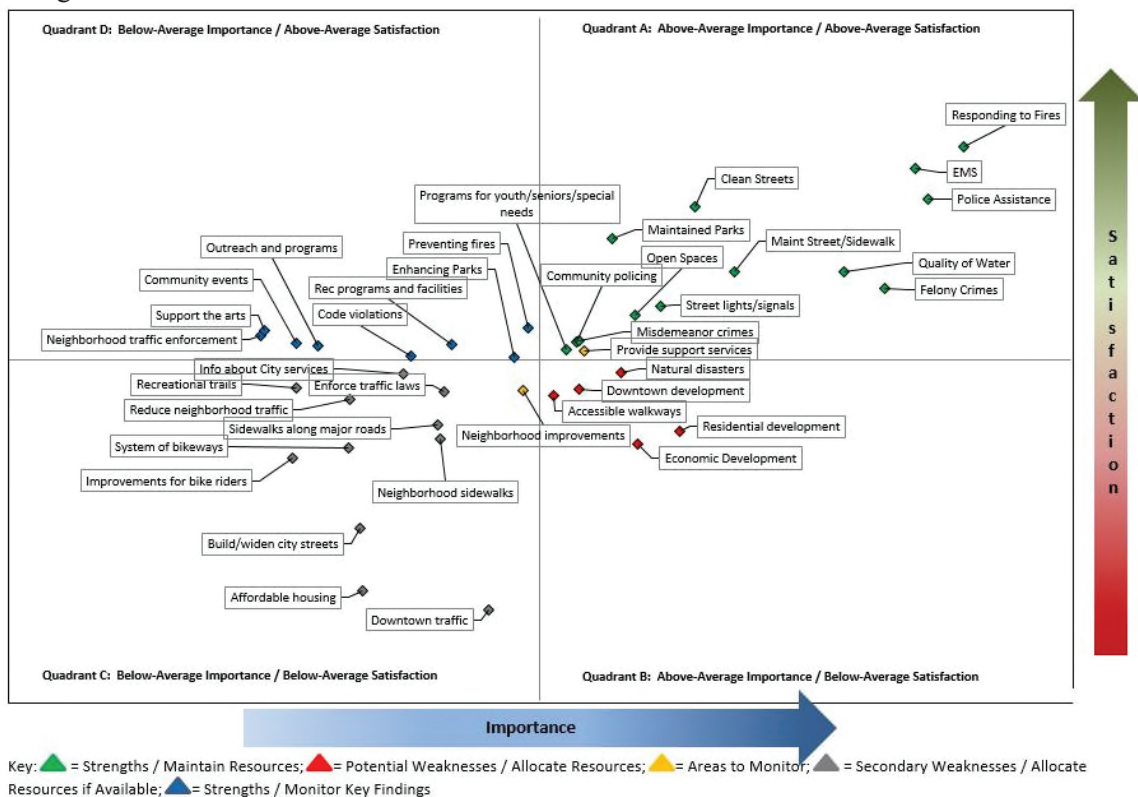
A Quadrant Analysis was done to identify how best to allocate resources across 38 service areas based on what is most important to residents and their relative satisfaction with city services.

Services in Quadrant A are above average in both importance and satisfaction. They are Bellevue's greatest strengths.

Quadrant B contains services that are also of above-average importance. However, current perceptions relating to satisfaction are that these services are below average.

Quadrant C contains services for which current perceptions of service importance and satisfaction are below average.

Quadrant D contains those elements of service for which current perceptions of service are above average but less important to citizens. Like Quadrant A, this quadrant also represents Bellevue's strengths.





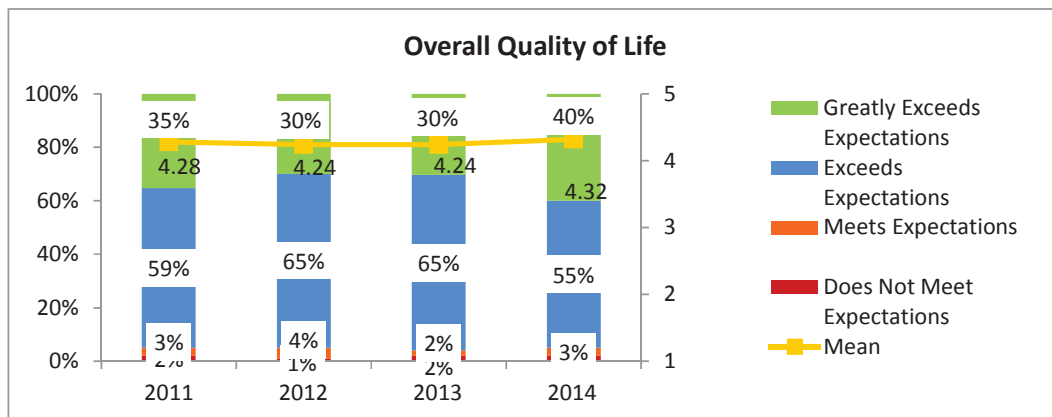
## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Performance Survey Highlights

Following are highlights from this survey. The full report will be available on the City website by mid-April 2014.

#### Overall Quality of Life:

Respondents were asked: *How would you rate the overall quality of life in the City of Bellevue?* The following graph provides results and comparison to previous surveys.



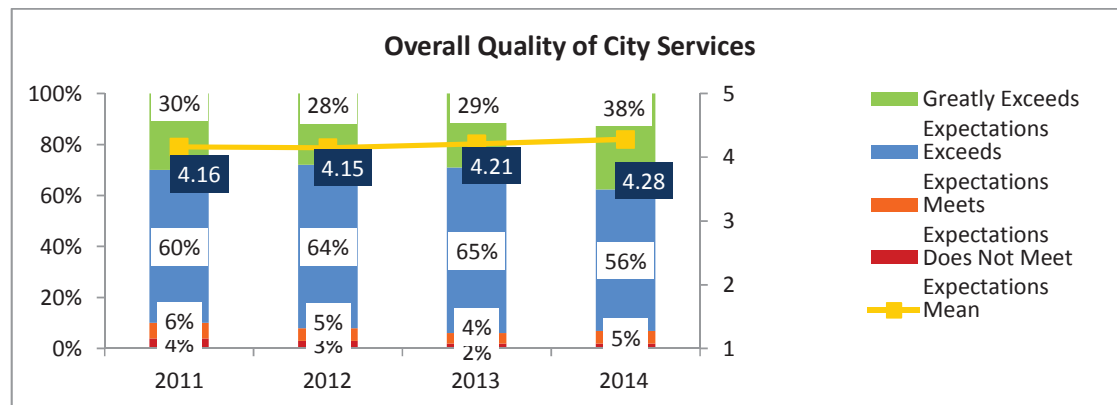
- Nearly all residents (95%) feel that the overall quality of life in Bellevue exceeds or greatly exceeds their expectations.
- More residents say that Bellevue greatly exceeds expectations than in previous years, and considerably more in 2014 than in 2013.
- This is a positive shift in public opinion that is evident in many of the 2014 Performance Survey responses.



## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Overall Quality of City Services:

Respondents were asked: *How would you rate the overall quality of services provided by the City of Bellevue?* The following graph provides results and comparison to previous surveys.

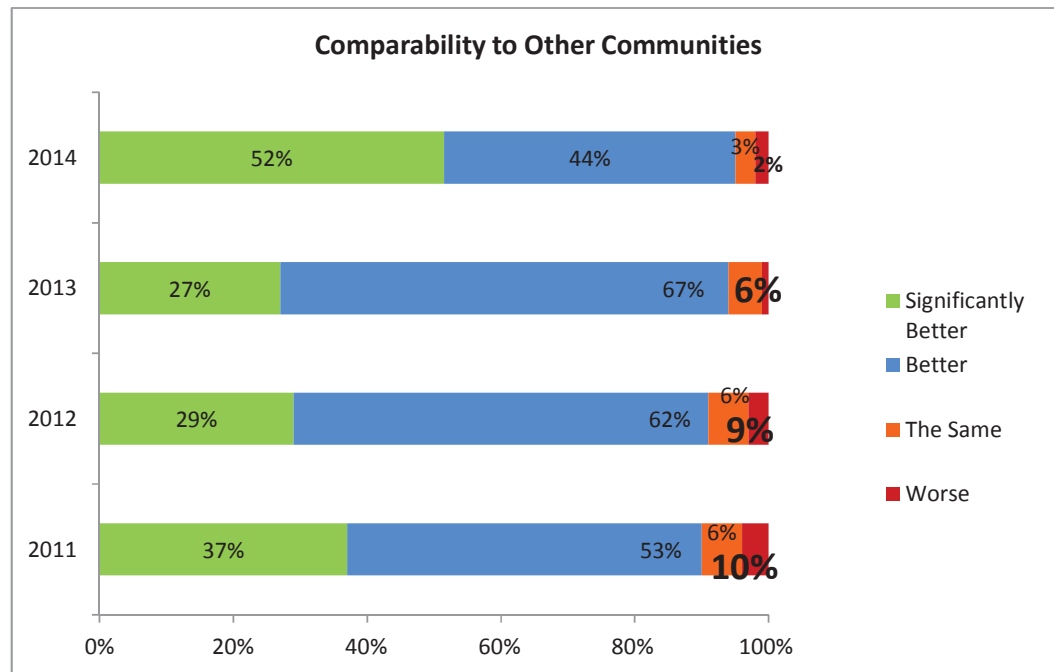


- 94% of respondents said that the overall quality of City services “Exceeds or Greatly Exceeds Expectations”.
- More residents chose “Greatly Exceeds Expectations” than in the previous three years.

## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Comparability to Other Communities:

Respondents were asked: *Compared with other cities and towns, how would you rate Bellevue as a place to live?* (In 2011 and 2012 the question was worded: *How closely does Bellevue match your view of an ideal city to live in?*) The following graph provides results and comparisons to previous surveys.



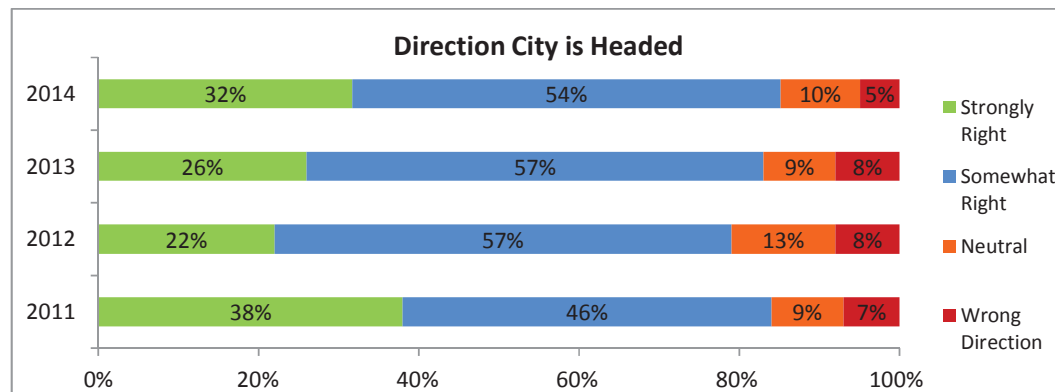
- More than half of (52%) Bellevue residents say that Bellevue is significantly better than other communities as a place to live.
- An additional 44% say that Bellevue is better.
- This represents a large shift in public opinion in 2014 –“significantly better” has increased to a 4-year high of 52%.



## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Direction the City is Headed:

Respondents were asked: *Overall, would you say that Bellevue is headed in the right or wrong direction?* The following graph provides results and comparisons to previous surveys.



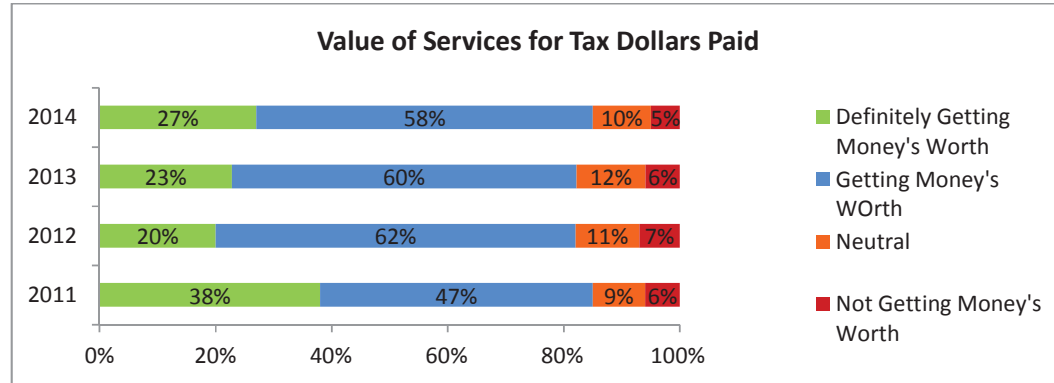
- The majority (86%) of Bellevue residents continue to feel the City is headed in the right direction.
- In 2012 and 2013 there was a significant downward shift from 2011 results in the percentage saying the City is strongly headed in the right direction. It appears that 2014 may be beginning to reverse that shift.



## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Value of Services for Tax Dollars Paid:

Respondents were asked: *Do you feel you are getting your money's worth for your city tax dollar?* The following graph provides results and comparison to previous surveys.



- The majority (85%) of Bellevue residents continue to feel they are getting their money's worth for the tax dollars they pay.
- While those saying they are definitely getting their money's worth increased in 2014 over 2013 and 2012, it has not surpassed the 2011 level where 38% of respondents said they were definitely getting their money's worth.

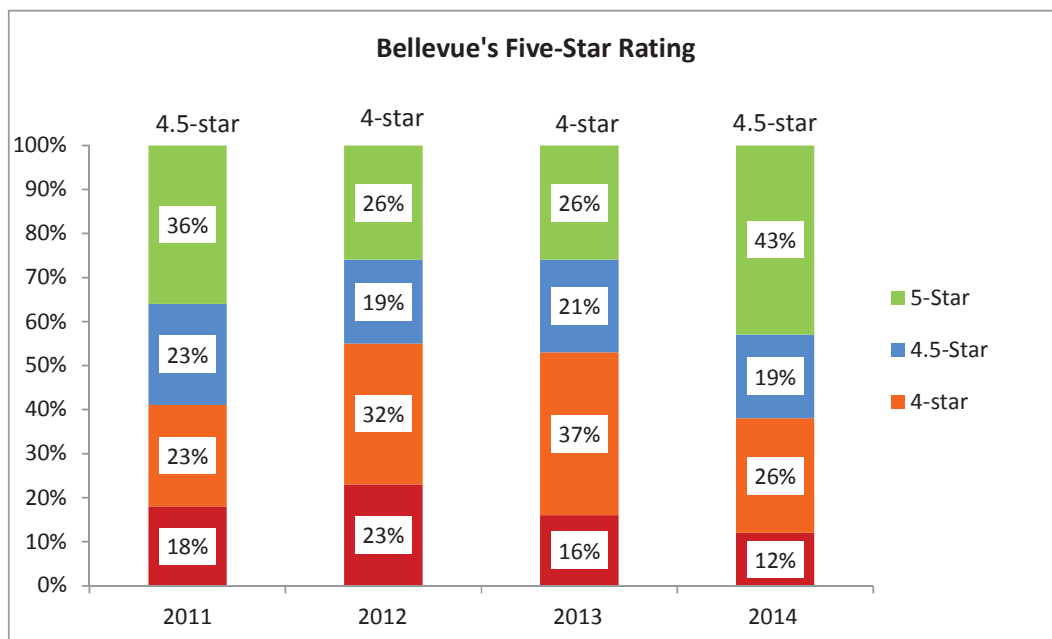


## 2014 Budget and Performance Survey Highlights Council Budget Workshop March 24, 2014

### Bellevue's 5-Star Rating:

The-5-Star Rating is a composite index that captures the essence of how well a city meets the critical needs and expectations of its residents based on a robust theoretical and mathematical model. The model is constructed on the weighted sum of five questions: (1) overall quality of life, (2) overall quality of city services, (3) comparability to other communities, (4) direction the community is headed, and (5) the perceived value of services for tax dollars paid.

The following graph provides results and comparisons to previous surveys.



- Bellevue regains its rating as a “4.5 of 5 stars” city.
- Bellevue’s rating has improved considerably in 2014 when compared to all years, with a large increase in the 5 star segment of the composite index.